1. (currently amended) A method of managing inventory comprising the steps of:

wirelessly receiving first identification information from first product labels affixed to first instances of a product by an electronic price label adjacent the first instances;

determining a first amount of the product from the first identification information;

wirelessly receiving second identification information from second product labels affixed to second instances of the product which have been sold, wherein the second instances of the product are removed for purchase by customers from the first instances of the product;

determining a second amount of the product from the second identification information;

wirelessly receiving third identification information from third product labels affixed to remaining third instances of the first instances of the product by the electronic price label adjacent the third instances; and

determining a third amount of the product from the third identification information representing a current inventory amount.

2. (currently amended) The method as recited in claim 1, further comprising the steps of:

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determining a difference amount between the first and third amounts; and

comparing the difference amount to the second amount to determine a fourth amount of the product including fourth instances of the first instances of the product which were removed from the electronic price label but not purchased.

3. (currently amended) The method as recited in claim 1, further comprising the steps of:

wirelessly receiving fourth identification information from dy, fourth product labels affixed to fourth instances of a the product which are returned by customers;

determining a fourth amount of the product from the fourth identification information; and

adding the fourth amount to the third amount to obtain a new current inventory amount of the product.

4. (original) The method as recited in claim 1, further comprising the step of:

determining from the third amount whether to order additional instances of the product.

5. (currently amended) An inventory management system comprising:

an electronic price label system including electronic displays which display price information, and interrogators which wirelessly obtain identification information from product labels;

wherein the electronic displays include control circuitry

for controlling display of price information, for controlling

interrogation of the product labels by the interrogators, and for

sending the identification information through the electronic

price label system; and

a computer which receives first identification information from first product labels affixed to first instances of a product from the control circuitry of an adjacent one of the electronic display displays and one of the interrogators, determines a first amount of the product from the first identification information, receives second identification information from second product labels affixed to second instances of the first instances of the product which have been sold, determines a second amount of the product from the second identification information, receives third identification information from third product labels affixed to remaining third instances of the first instances of the product from the control circuitry of the adjacent the electronic display price label, and determines a third amount of the product from the third identification information representing a cyrrent inventory amount.

6. (currently amended) The system as recited in claim 5, wherein the computer additionally determines a difference amount between the first and third amounts, and compares the difference amount to the second amount to determine a fourth amount of the product including fourth instances of the first instances of the product which were removed from the electronic display price label but not purchased.

- 7. (currently amended) The system as recited in claim 5, wherein the computer additionally receives fourth identification information from fourth product labels affixed to fourth instances of a the product which are returned, determines a fourth amount of the product from the fourth identification information, and adds the fourth amount to the third amount to obtain a new current inventory amount of the product.
- 8. (original) The system as recited in claim 5, wherein the computer additionally determines from the third amount whether to order additional instances of the product.
- 9. (new) A method of managing inventory comprising the steps of:

wirelessly receiving first identification information from first product labels affixed to first instances of a product by a

product label interrogator in an electronic price label adjacent the first instances;

sending a message containing the first identification information to an electronic price label system computer by the electronic price label;

sending the first identification information to an inventory management computer by the electronic price label system computer;

determining a first amount of the product from the first identification information by the inventory management computer;

wirelessly receiving second identification information from second product labels affixed to second instances of the product which have been sold by a point-of-sale computer, wherein the second instances of the product are removed for purchase from the first instances of the product by customers;

sending the second identification information to the inventory management computer by the point-of-sale computer;

determining a second amount of the product from the second identification information by the inventory management computer;

wirelessly receiving third identification information from third product labels affixed to remaining third instances of the first instances of the product by the electronic price label;

sending another message containing the third identification information to the electronic price label system computer by the electronic price label;

sending the third identification information to the inventory management computer by the electronic price label system computer; and

determining a third amount of the product from the third identification information representing a current inventory amount by the inventory management computer.

10. (new) The method as recited in claim 9, further comprising the steps of:

determining a difference amount between the first and third amounts by the inventory management computer; and

comparing the difference amount to the second amount by the linear inventory management computer to determine a fourth amount of the product including fourth instances of the first instances of the product which were removed from the electronic price label but not purchased.

11. (new) The method as recited in claim 9, further comprising the steps of:

wirelessly receiving fourth identification information from

fourth product labels affixed to fourth instances of a the product which are returned by customers by a customer service computer;

sending the fourth identification information to the inventory management computer by the customer service computer;

determining a fourth amount of the product from the fourth identification information by the inventory management computer; and

adding the fourth amount to the third amount to obtain a new current inventory amount of the product by the inventory management computer.

12. (new) The method as recited in claim 9, further comprising the step of:

determining from the third amount whether to order additional instances of the product by the inventory management computer.

13. (new) A method of managing inventory comprising the steps of:

receiving first identification information stored in first product labels affixed to first instances of a product from a first product label interrogator by control circuitry in an electronic price label adjacent the first instances;

sending a message containing the first identification information to an electronic price label system computer by the control circuitry;

sending the first identification information to an inventory management computer by the electronic price label system computer;

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determining a first amount of the product from the first identification information by the inventory management computer;

receiving second identification information stored in second $rac{1}{2}$ product labels affixed to second instances ϕ f the product from a second product label interrogator by a point-of-sale computer that processed sale of the second instances, wherein the second instances of the product are removed for purchase from the first instances of the product by customers;

sending the second identificat/ion information to the inventory management computer by the point-of-sale computer;

determining a second amount of the product from the second identification information by the inventory management computer;

receiving third identification information from third product labels affixed to remaining third instances of the first instances of the product from the first product label interrogator by the cont/rol circuitry in the electronic price label adjacent the third instances;

> sending another message containing the third identification information to the ϕ lectronic price label system computer by the electronic price label;

sending the third identification information to the inventory management computer by the electronic price label system compute t; and

determining a third amount of the product from the third identification information representing a current inventory amount by the inventory management computer.

14. (new) An inventory management system comprising:
an electronic price label system including electronic
displays for displaying price information, product label
interrogators in the electronic displays for wirelessly receiving
identification information from product labels, and control
circuitry in the electronic displays for controlling display of
price information, for controlling reception of the
identification information from the product labels by the
interrogators, and for wirelessly sending the identification
information through the electronic price label system; and

a computer for receiving first identification information from first product labels affixed to first instances of a product from the control circuitry of an adjacent electronic display, determines a first amount of the product from the first identification information, receives second identification information from second product labels affixed to second instances of the first instances of the product which have been sold, determines a second amount of the product from the second identification information, receives third identification information from third product labels affixed to remaining third instances of the first instances of the product from the control

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circuitry of the adjacent electronic display, and determines a third amount of the product from the third identification information representing a current inventory amount.